

ABSTRACT OF THE DISCLOSURE

A method and apparatus for using remote monitoring of customer equipment to generate product sales offers includes an equipment database storing parametric data information related to the operating parameters of the equipment and a product database
5 storing product information related to a plurality of devices and service offered by the service company performing the monitoring. The product information includes limits that are compared with values of the parametric data information in an offer generator to generate a sales offer when the value and the limit have a predetermined relationship. The offer is transmitted to the customer on a web page, by regular mail or e-mail, or by a
10 sales staff of the service company.

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